

ORDER



KSNV

Orders	Order / Rev:	<u>108006</u>	Primary AE:	<u>Amy McCreary</u>
	Alt Order #:	<u>06865124</u>	Sales Office:	<u>BLPHI</u>
	Product Desc:	<u>HELLER FOR SEN ADD</u>	Sales Region:	<u>National</u>
	Estimate:			
	Flight Dates:	<u>10/19/12 - 10/23/12</u>		
	Original Date / Rev:	<u>10/18/12 / 10/18/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>Strategic Media Services, Inc.</u>	Billing Type:	<u>Cash</u>
	Buying Contact:		Billing Calendar:	<u>Broadcast</u>
	Billing Contact:		Billing Cycle:	<u>EOM/EOC</u>
		<u>3299 K St. NW</u>	Agency Commission:	<u>15%</u>
		<u>Washington, DC 20007</u>		
Advertiser	Name:	<u>Heller, Dean for U.S. Senate</u>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:05:00</u>
	Product Codes:	<u>PLC01</u>	Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>	Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/23/12	6	\$4,925.00	\$4,186.25		October 2012	6	\$4,925.00	\$4,186.25	0.00
					Totals		6	\$4,925.00	\$4,186.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$4,925.00
Market	100%	\$18,942.31

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$5,114.42
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$4,167.31
KTUD	1%	\$189.42
KVVU	19%	\$3,599.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$947.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	-----F--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----F--		2			\$900.00		0.00				

Order / Rev: 108006
Alt Order #: 06865124
Flight Dates: 10/19/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SEN ADD
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	-----F--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----F-- 2 \$900.00 0.00															
E 2	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$900.00 0.00															
E 3	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -T----- 2 \$900.00 0.00															
E 4	KSNV	10/22/12	10/22/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$425.00 0.00															
													Totals		
													6 \$4,925.00		